

Communications and Outreach Committee

Report to HEPAP

Jonathan Bagger

August 5, 2002

Committee Charge

- **Be a central source of information and outreach to other scientific communities, the government, and the public for the twenty-year vision for U.S. particle physics contained in the subpanel report**
- **Develop a strategic communication plan, including innovative ways to get our message across, with the aim of increasing support to the level needed to keep the U.S. among the world leaders in particle physics**
- **Use existing materials and develop new ones, such as a briefing book and colloquium talk based on the subpanel report, to further understanding of what particle physics is and how we will explore the frontiers of matter, energy, space, and time in the next two decades.**

Committee Membership

- **Jonathan Bagger (co-chair)**
- **Barry Barish (co-chair)**
- **Neil Calder**
- **Sally Dawson**
- **Persis Drell**
- **Fred Gilman**
- **Paul Grannis**
- **Judy Jackson**
- **Larry Krauss**
- **Mel Shochet**
- **Jim Siegrist**
- **Herman White**
(Executive Secretary)

Information and Outreach

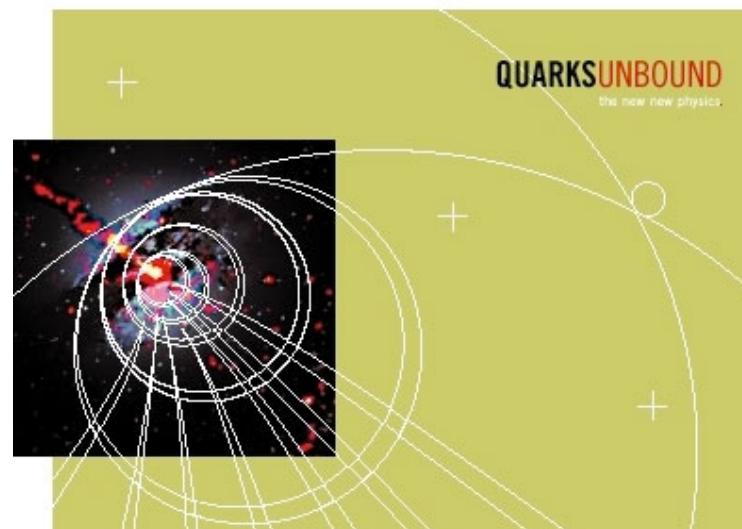
- **Communicate the scientific vision of the subpanel report, including its call for a diverse and vigorous research program. Outreach**
 - **To our field. Presentations given**
 - **To the major DOE laboratories**
 - BNL, Fermilab, LBNL, ORNL, JLab, SLAC...
 - **To the university community**
 - Berkeley, Chicago, Cornell, Johns Hopkins, Maryland, MIT, Penn, UCLA...
 - **To our international partners**
 - CERN, DESY, KEK
 - ECFA, INFN, Japanese HEC

Information and Outreach

- **To the scientific community. Presentations given**
 - **To federal advisory committees**
 - **HEPAP, SSAC, NSAC**
 - **To other scientific societies**
 - **NRC Board on Physics & Astronomy**
 - **APS March Meeting (DCMP/DMS)**
 - **APS April Meeting (DPF/DPB)**
 - **AAAS Annual Meeting (DPF)**
- **To the government. Presentations given / planned**
 - **To DOE, NSF**
 - **To OMB, OSTP**
 - **To Congress**

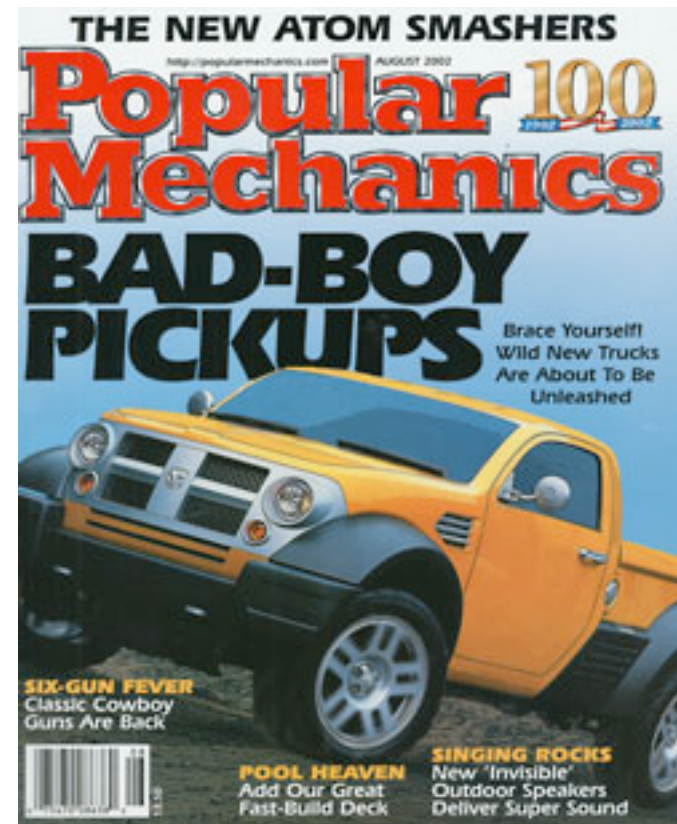
Educational Materials

- Use existing materials and develop new ones to further understanding of particle physics
 - **DPF materials**
 - *Quarks Unbound*
 - **HEPAP materials**
 - Subpanel report
 - Subpanel brochure
 - **NRC Research Briefing**
 - **Office of Science “Occasional Papers”**



Educational Materials

- Magazine articles
 - Physics Today
 - Scientific American
 - Popular Mechanics (!)
- Colloquium resources
 - Web sites
 - Photo bank
 - » www.interactions.org
 - Sample colloquia
 - DPF/YPP speakers bureau



Strategic Communications

- **Develop a plan for strategic communications, to keep the U.S. among the world leaders in particle physics**
 - **Respond to requests for FY04 budget**
 - **Worldwide LC R&D**
 - **LHC/LC timeline**
 - **Prepare HEP 2020**
 - **Political action plan for FY04 and beyond**
 - **The Communications Committee will have to separate itself from HEPAP**

Outstanding Issues

- **DPF New Initiatives Report**
 - **Standing subcommittees**
 - **Education and Outreach**
 - **Government Liaison**
 - **Communications Committee must coordinate closely with the DPF committees**
 - **Liaisons: Bagger, Dawson**
 - **Enlarge Communications Committee membership?**

Outstanding Issues

- **Linear Collider Steering Committee**
 - **Subcommittees on**
 - **Accelerator**
 - **Detector/Physics**
 - **International Affairs**
 - **The Communications Committee will serve as the LC Public and Government Relations Subcommittee. One voice for the field**
 - **Liaisons: Bagger, Dawson**
 - **The message is the same: Support for a diverse and vigorous research program!**

Outstanding Issues

- **HEP 2020 action plan**
 - **We need political action as well as education and outreach**
 - **What is the best way to do this?**
 - **Elements of a plan?**
 - **Effective organization?**
 - **How can we keep the community united?**
 - **How do we keep the community invested?**
 - **We need your advice on how to do this right!**